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Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----------016297 120745Z /13
R 120631Z JUL 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9296

UNCLAS TOKYO 10390

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: VSMF QUARTERLY EVALUATIONS

REFS: (A) USDOC 12202 (B) TOKYO 4937 (C) USDOC 7957
(D) OED TRANSMITTAL TOKYO 3/18/77

PASS DIBA/BIC/OED/EID

1. ZHVSMF BEGAN OPERATION IN THE BUSINESS INFORMATION CENTER (BIC) IN EMBASSY TOKYO ON MAY 19. MEDICAL CARTRIDGES WERE NOT RECEIVED UNTIL MID-JUNE. THIS FIRST QUARTERLY REPORT THEREFORE COVERS THE PERIOD MAY 19 THROUGH JUNE 30, 1977.

2. STATISTICS ON VSMF USE FOLLOW. TOTAL NUMBER OF USERS; 37. PERCENT OF BUSINESSMEN OR OTHER POTENTIAL BUYERS: 92 PCT. VSMF FILES USED: DOCUMENTATION, 40 PCT; DESIGN ENGINEERING, 20 PCT; PLANT ENGINEERING, 17 PCT; BUILDING PRODUCTS, 9 PCT; TRANSPORRTATION, 9 PCT; MEDICAL, 6 PCT. PRODUCT CATEGORIES SEARCHED (BY SIC CODE AND PRODUCT CATEGORY):
2499- HARD BOARD PANELS
2591- WINDOW BLINDS
2819- (COUNT TWICE) INORGANIC CHEMICALS
2851- RESIN COATING MATERIAL
2860- ORGANIC CHEMICALS
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3079- BATHROOM ACCESSORIES
3312- STEEL NAME PLATES
3496- WIRE CABLE
3551- (COUNT TWICE) FOOD PREPARATION/SERVING EQUIPMENT
3552- SILK SCREEN MACHINERY
3559- CEMENT
3573- MINI COMPUTERS

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3574- POS TERMINAL
3585- ICE MAKING MACHINERY
3589- (COUNT TWICE) WATER TREATMENT EQUIPMENT
3643- (COUNT TWICE) ELECTRICAL CONNECTOR FOR TROLLEY
3662- (COUNT FOUR TIMES) FIRE DETECTOR, FISH FINDER, DEPTH FINDER
3674- INTEGRATED CIRCUITS
3679- (COUNT TWICE) WAVEGUIDE ATTENUATOR
3811- (COUNT THREE TIMES) CENTRIFUGES, INCUBATORS
3823- HYDRAULIC FLOW RATE CONTROLLERS
3825- VACUUM RELAY
3873- TIME INDICATOR
3993- ALUMINUM NAME PLATES

3. THE VSMF SYSTEM WAS ANNOUNCED IN THE JUNE ISSUE OF THE EMBASSY'S COMMERCIAL NEWSLETTER AND WILL BE DESCRIBED AGAIN IN GREATER DETAIL IN A SPECIAL NEWSLETTER EDITION DEVOTED TO BIC SERVICES. ADDITIONALLY, A NEWS RELEASE WITH PHOTO WAS DISTRIBUTED TO ALL MAJOR VERNACULAR AND ENGLISH-LANGUAGE DAILIES PLUS OVER 80 SPECIALIZED TRADE NEWSPAPERS ON JUNE 8. TO DATE, THREE ENGLISH-LANGUAGE DAILIES HAVE USED THE PRESS RELEASE AND PHOTO, AND THE ASIAN WALL STREET JOURNAL RAN A BRIEF ANNOUNCEMENT IN ITS PAGE ONE "BUSINESS BULLETIN" COLUMN. A DEMONSTRATION OF VSMF WAS GIEN FOR CONSULATE ECONOMIC OFFICERS DURING MAY ECONOMIC OFFERS CONFERENCE AT THE EMBASSY, AND A DISCUSSION WAS HELD CONCERNING WAYS IN WHICH VSMF COULD BE UTILIZED FOR SPEIAL TRADE PROMOTION
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EVENTS IN CONSULATES AND AMDO (OSAKA). EMBASSY IS PRESENTLY ASCERTAINING WHETHER READER/PRINTERS ARE AVAILABLE FOR SHORT TERM LOAN OR RENTAL FOR USE IN CONSULATE SHOWS. VSMF IS ALSO HIGHLIGHTED IN BRIEFINGS ON EMBASSY COMMERCIAL SERVICES FOR LOCAL BUSINESS GROUPS, WITH DEMONSTRATION FOLLOWING BRIEFING.

4. COMMENTS BY BUSINESS USERS HAVE BEEN OVERWHELMINGLY FAVORABLE. MOST FREQUENTLY MENTIONED IS (1) THAT TY VSMF IS MUCH FASTER THAN USING INDIVIDUAL CATALOGS IN LOCATING INDIVIDUAL PRODUCTS AND COMPANIES, AND THAT IT SAVES LONG DELAYS IN WRITING INDIVIDUALLY TO COMPANIES IN THE U.S. FOR INFORMATION: (2) WH THE VSMF IS MUCH MORE COMPREHENSIVE WM ANYTHING ELSE CURRENTLY AVAILABLE IN TOKYO.

5. SUPPORT FROM VSMF AGENTS HAS BEEN QUITE GOOD. WE HAVE NO PROBLEMS IN TERMS OF SERVICING, UPDATING FILES,ETC. THE ONLY REQUEST WHICH WAS NOT IMMEDIATELY RESPONDED TO WAS OBTAINING VSMF ACTION REQUEST FORMS FOR USE BY VISITING AMERICAN BUSINESSMEN WHO MIGHT WISH THEIR COMPANIES INCLUDED IN SYSTEM. THIS HAS BEEN NO PROBLEM SINCE WE HAVE AS YET RECEIVED NO SUCH REQUESTS, AND WE HAVE ASKED LOCAL

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VSMF REPS TO OBTAIN FORMS FROM U.S. HEADQUARTERS.

6. WE HAVE NO SPECIFIC SUCCESS STORIES AT THIS TIME. HOWEVER, WE PLAN TO CANVASS USERS AT A LATER DATE TO DETERMINE EXTENT TO WHICH VSMF RESULTS IN ACTUAL SALES BY U.S. FIRMS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
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Disposition Comment:
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Enclosure: n/a
Executive Order: N/A
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Retention: 0
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Review Media Identifier:
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Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1883997
Secure: OPEN
Status: NATIVE
Subject: VSMF QUARTERLY EVALUATIONS
TAGS: BEXP, JA
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/fef1e66c-c288-dd11-92da-001cc4696bcc
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